



THE CITY OF SAN DIEGO  
**Public Library**

**FOR IMMEDIATE RELEASE**  
March 9, 2007

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**Marketing Tools for Small Business Owners  
Workshop Held at the Central Library**

**SAN DIEGO** – The City of San Diego Public Library is pleased to present a FREE workshop for small business owners, “Marketing Tools That Get Results.” This workshop will be given by Chris Cavanaugh, president of the Christopher Company. It will cover the preliminaries to advertising: creating a business identity and analyzing your target market. It will move on to cover the design and use of a range of print materials (business cards, brochures, newsletters), show how and where to use magazine and newspaper advertising, and provide information on how to use direct mail advertising. This talk will feature sources from the Business Resources Reference Collection in the Social Sciences Section. After the presentation, there will be plenty of time for questions.

This workshop will be held on Wednesday, April 4, 2007, from 6:15 p.m. to 7:30 p.m. The location is the 2<sup>nd</sup> Floor Meeting Room at the Central Library. The Central Library is located at 820 E Street in downtown San Diego. For more information about Chris Cavanaugh’s company, please visit his website at [www.christophercompany.com](http://www.christophercompany.com). For parking information, follow this link [www.sandiego.gov/public-library/locations](http://www.sandiego.gov/public-library/locations) and click on *Parking Map, Central Downtown Library*.

To register, or for more information, please contact the Business Resources & Technology Link in the Social Sciences section of the San Diego Public Library at (619) 238-6630, e-mail [businesslink@sandiego.gov](mailto:businesslink@sandiego.gov), or visit <http://sandiego.gov/public-library/services/businessstech.shtml>.

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